



LOOK BOOK

RIVAL SHOES

2026

WWW.MYRIVALSHOES.COM



RIVAL

RIVAL Shoes is a modern everyday activewear brand that fuses bold design with all-day comfort. With innovations like sock-fit uppers and dual-density EVA cushioning, every pair is built to move with you while making a statement.

More than footwear, RIVAL is about style, confidence, and everyday motion-friendly footwear that look as good as they feel. RIVAL Shoes blends modern design with all-day comfort for style you can live in. RIVAL Shoes offers stylish, sock-fit sneakers with premium comfort and a mission to empower personal expression.

APPROACHABLE, ELEVATED AND MOTION FRIENDLY.



CONTENTS

RALLY	-----	04
FUSE	-----	06
ASHBURY	-----	08
WEMBLEY	-----	10

RALLY



Effortless Motion.

This shoe isn't about support systems or structure. It's about ease, speed, and flow. Rally is built for momentum. Lightweight, flexible, and easy to wear, it keeps you moving without thinking twice. The sock-like fit slips on effortlessly, while responsive cushioning keeps every step smooth and energized. From quick errands to long days on your feet, Rally moves with you—fast, light, and without friction.

Retail: \$119.99



ANYDAY GRIP
TOUGH TRACTION FOR EVERYDAY MOTION



EASY KNIT
SOCK-FIT SOFT STRETCH UPPER



SOFT BOUNCE
PREMIUM, LIGHT WEIGHT, HIGH REBOUND FOAM



Colorway: SILVER KNIT/
SKY/PURE WHITE
Gender: WOMENS
SKU: RA101-235
Sizes: 5-11 (Half/Whole)



Colorway: PURE WHITE/
ICE/GUM
Gender: WOMENS
SKU: RA101-080
Sizes: 5-11 (Half/Whole)



Colorway: ONYX/GOLD/
ONYX
Gender: WOMENS
SKU: RA101-176
Sizes: 5-11 (Half/Whole)



Colorway: ONYX KNIT/
STEEL/PURE WHITE
Gender: MENS
SKU: RA201-183
Sizes: 7-15 (Half/Whole)



Colorway: ONYX KNIT/
CHARCOAL/ONYX
Gender: MENS
SKU: RA201-181
Sizes: 7-15 (Half/Whole)



Colorway: CLOUD KNIT/
WHITE/GREY
Gender: MENS
SKU: RA201-228
Sizes: 7-15 (Half/Whole)



Colorway: GREY KNIT/
WHITE/GUM
Gender: MENS
SKU: RA201-232
Sizes: 7-15 (Half/Whole)

FUSE



Designed for Real Life.

Retail: \$129.99

This isn't a running shoe. It's not a lifestyle shoe. It lives in the space between performance and everyday movement. The Fuse is designed for the way you actually move—constantly, unpredictably, all day long. From early mornings to late nights, it delivers the perfect balance of lightweight comfort, flexible support, and everyday durability. Whether you're on your feet, on the go, or in between, the Fuse adapts—never slowing you down.



ANYDAY GRIP
TOUGH TRACTION FOR EVERYDAY MOTION



EASY KNIT
SOCK-FIT SOFT STRETCH UPPER



SOFT BOUNCE
PREMIUM, LIGHT WEIGHT, HIGH REBOUND FOAM



Colorway: ONYX/BLUSH/
GUM
Gender: WOMENS
SKU: FU101-173
Sizes: 5-11 (Half/Whole)



Colorway: WHITE/SKY/
GLACIER
Gender: WOMENS
SKU: FU101-297
Sizes: 5-11 (Half/Whole)



Colorway: ONYX/SMOKE
GREY/ONYX
Gender: MENS
SKU: FU201-171
Sizes: 7-15 (Half/Whole)

ASHBURY



Classic Court. Elevated.

Retail: \$109.99

Ashbury is RIVAL's modern interpretation of the timeless court sneaker—refined to its essential elements and rebuilt for today. Inspired by the clean lines of old school court shoes, Ashbury removes the excess and sharpens the focus. The result is a silhouette that feels familiar at a glance, but distinctly modern in execution—lighter, more fluid, and designed for everyday movement. It's not a throwback. It's a reset.



Colorway: WHITE/WHITE/
GUM
Gender: WOMENS
SKU: AB101-003
Sizes: 5.5-11 (Half/Whole)



Colorway: WHITE/BRIDAL
PINK/GUM
Gender: WOMENS
SKU: AB101-059
Sizes: 5.5-11 (Half/Whole)



Colorway: WHITE/BLUE/
GUM
Gender: WOMENS
SKU: AB101-069
Sizes: 5.5-11 (Half/Whole)



Colorway: WHITE/WHITE/
GUM
Gender: MENS
SKU: AB201-003
Sizes: 7.5-15 (Half/Whole)



Colorway: WHITE/
CHARCOAL/GUM
Gender: MENS
SKU: AB201-021
Sizes: 7.5-15 (Half/Whole)



Colorway: WHITE/GREEN/
GUM
Gender: MENS
SKU: AB201-068
Sizes: 7.5-15 (Half/Whole)

WEMBLEY



Refined for Everyday.

Retail: \$109.99

The Wembley is a modern court shoe rooted in skate culture—where style is effortless, durability matters, and every surface is a playground. It captures the raw energy of the streets and refines it into a personal canvas for movement. Designed for those who demand both grit and grace. It stands as a testament to the idea that true style is seamless and every environment is a fresh opportunity for expression.







RIVAL